

SOUTH CAROLINA
AMBER ALERT

A Partnership of Broadcasting and Law Enforcement

STATION OPERATIONAL MANUAL

Provided by
South Carolina Broadcasters Association
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Edition 003

3 Pages including Cover

SC AMBER ALERT

Operational Instructions

*** POST IN APPROPRIATE AREA ***

DISTRIBUTION TO STATIONS

Alerts will be received via three methods:

- EMAIL** - to the address your station has designated. Email alerts will include:
- Authentication password. Each month of the year is assigned a corresponding password. Check the authentication password to be certain it matches the month, using the Amber Authentication Password List. Official Amber Authentication Passwords are in a marked, sealed, envelope, and should be opened only upon receipt of an official Amber Alert.
 - Information from SLED regarding the abduction, including victim, suspect and vehicle data
 - Photos of the suspect or victim may be attached, if available
- FAX** – to the number your station has designated. Fax alerts will include:
- Cover Sheet identifying the message as an official Amber Alert from the South Carolina Law Enforcement Division. The cover sheet will include an authentication password. Each month of the year is assigned a corresponding password. Check the authentication password to be certain it matches the month, using the Amber Authentication Password List. Official Amber Authentication Passwords are in a marked, sealed, envelope, and should be opened only upon receipt of an official Amber Alert.
 - Information page from SLED regarding the abduction; including victim, suspect and vehicle data
 - Photos of the suspect or victim may be included, if available
- EAS System** - utilizing the Child Abduction Emergency “CAE” code.
- Upon notification from SLED of an AMBER Alert activation, the SP1 station (WCOS-FM in Columbia) will activate the EAS system statewide, sending information regarding the abduction; including victim, suspect and vehicle data to all stations. The EAS will only be activated for the original alert, an official update, or a cancellation.

NOTE: OFFICIAL UPDATES and CANCELLATIONS of the AMBER Alert will be distributed to stations via the same methods as the original Alert.

DISSEMINATION TO THE PUBLIC

Each station maintains total control of disseminating the information to the public in the manner that best suits the station operating conditions. The AMBER Alert Oversight Committee suggests the following protocol:

Amber Alert message should be aired at **fifteen (15) minute intervals during the first three hours** from the initial activation, or until cancellation of the Alert is received. The alert information should be aired once an hour in hours 4-8 or until cancellation of the Alert is received. After 8 hours, the Alert information should be aired at intervals, as determined by the station.

IMPORTANT NOTE: EAS tones should ONLY be used for the initial AMBER Alert, official AMBER Alert Updates, or AMBER Alert Cancellations.